

INDEX

to

JOURNAL OF THE ACADEMY OF MARKETING SCIENCE

Volume 25

Number 1 (Winter 1997) pp. 1-96
Number 2 (Spring 1997) pp. 97-184
Number 3 (Summer 1997) pp. 185-280
Number 4 (Fall 1997) pp. 281-384

Authors:

ACHROL, RAVI S., "Changes in the Theory of Interorganizational Relations in Marketing: Toward a Network Paradigm" [Marketing in the 21st Century], 56.
BAKER, WILLIAM, see Sinkula, J. M.
BALASUBRAMANIAN, SRIDHAR, see Peterson, R. A.
BARNES, JAMES H., see Ho, F. N.
BEARDEN, WILLIAM O., see Urbany, J. E.
BERKMAN, HAROLD, see Sirgy, M. J.
BIENSTOCK, CAROL C., JOHN T. MENTZER, and MONROE MURPHY BIRD, "Measuring Physical Distribution and Service Quality," 31.
BIRD, MONROE MURPHY, see Bienstock, C. C.
BRONNENBERG, BART J., see Peterson, R. A.
BURKE, RAYMOND R., "Do You See What I See? The Future of Virtual Shopping" [Marketing in the 21st Century], 352.
CHON, KYE-SUNG, see Sirgy, M. J.
CLAIBORNE, C. B., see Sirgy, M. J.
CRAVENS, DAVID W., "Looking Toward the Next 25 Years of JAMS," 3.
DANT, RAJIV P., see Li, Z. G.
DEIGHTON, JOHN, "Commentary on 'Exploring the Implications of the Internet for Consumer Marketing'" [Marketing in the 21st Century], 347.
DESBORDE, RENE, see Ho, F. N.
DRÖGE, CORNELIA, DIANE HALSTEAD, and ROBERT D. MACKOY, "The Role of Competitive Alternatives in the Postchoice Satisfaction Formation Process," 18.
DUHAN, DALE F., SCOTT D. JOHNSON, JAMES B. WILCOX, and GILBERT D. HARRELL, "Influences on Consumer Use of Word-of-Mouth Recommendation Sources," 283.
FERRELL, O. C., see Schwepker, C. H.

FOX, RICHARD J., SRINIVAS K. REDDY, and BHARAT RAO, "Modeling Response to Repetitive Promotional Stimuli" [Research Note], 242.
GANESH, JAISHANKAR, V. KUMAR, and VELAVAN SUBRAMANIAM, "Learning Effect in Multinational Diffusion of Consumer Durables: An Exploratory Investigation," 214.
GREWAL, DHRUV, see Sirgy, M. J.
GRIFFITH, DAVID E., and ROLAND T. RUST, "The Price of Competitiveness in Competitive Pricing" [Research Note], 109.
HALSTEAD, DIANE, see Dröge, C.
HARRELL, GILBERT D., see Duhan, D. F.
HO, FOO NIN, SCOTT J. VITELL, JAMES H. BARNES, and RENE DESBORDE, "Ethical Correlates of Role Conflict and Ambiguity in Marketing: The Mediating Role of Cognitive Moral Development" [Research Note], 117.
INGRAM, THOMAS N., see Schwepker, C. H.
JAWORSKI, BERNARD J., see Menon, A.
JOHAR, J. S., see Sirgy, M. J.
JOHNSON, LESTER W., see Patterson, P. G.
JOHNSON, SCOTT D., see Duhan, D. F.
KAICKER, AJIT, see Urbany, J. E.
KOHLI, AJAY K., see Menon, A.
KUMAR, V., see Ganesh, J.
LI, ZHAN G., and RAJIV P. DANT, "An Exploratory Study of Exclusive Dealing in Channel Relationships," 201.
MACKOY, ROBERT D., see Dröge, C.
MANGLEBURG, TAMARA F., see Sirgy, M. J.
MENON, AJAY, BERNARD J. JAWORSKI, and AJAY K. KOHLI, "Product Quality: Impact of Interdepartmental Interactions," 187.

- MENTZER, JOHN T., see Bienstock, C. C.
- NOORDEWIER, THOMAS, see Sinkula, J. M.
- NYER, PRASHANTH U., "A Study of the Relationships Between Cognitive Appraisals and Consumption Emotions," 296.
- PARASURAMAN, A., "Reflections on Gaining Competitive Advantage Through Customer Value" [Marketing in the 21st Century], 154.
- PARK, JAE O., see Sirgy, M. J.
- PATTERSON, PAUL G., LESTER W. JOHNSON, and RICHARD A. SPRENG, "Modeling the Determinants of Customer Satisfaction for Business-to-Business Professional Services," 4.
- PETERSON, ROBERT A., SRIDHAR BALASUBRAMANIAN, AND BART J. BRONNENBERG, "Exploring the Implications of the Internet for Consumer Marketing" [Marketing in the 21st Century], 329.
- RAMSEY, ROSEMARY P., and RAVIPREET S. SOHI, "Listening to Your Customers: The Impact of Perceived Salesperson Listening Behavior on Relationship Outcomes" [Research Note], 127.
- RAO, BHARAT, see Fox, R. J.
- REDDY, SRINIVAS K., see Fox, R. J.
- RICH, GREGORY A., "The Sales Manager as a Role Model: Effects on Trust, Job Satisfaction, and Performance of Salespeople," 319.
- RUST, ROLAND T., see Griffith, D. E.
- SCHWEPKER, CHARLES H. Jr., O. C. FERRELL, and THOMAS N. INGRAM, "The Influence of Ethical Climate and Ethical Conflict on Role Stress in the Sales Force," 99.
- SINKULA, JAMES M., WILLIAM BAKER, and THOMAS NOORDEWIER, "A Framework for Market-Based Organizational Learning: Linking Values, Knowledge, and Behavior," 305.
- SIRGY, M. JOSEPH, DHURV GREWAL, TAMARA F. MANGLEBURG, JAE-OK PARK, KYE-SUNG CHON, C. B. CLAIBORNE, J. S. JOHAR, and HAROLD BERKMAN, "Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence" [Research Note], 229.
- SLATER, STANLEY F., "Developing a Customer Value-Based Theory of the Firm" [Marketing in the 21st Century], 162.
- SMITH-DE BORRERO, MELINDA, see Urbany, J. E.
- SNOW, CHARLES C., "Twenty-First-Century Organizations: Implications for a New Marketing Paradigm" [Marketing in the 21st Century], 72.
- SOHI, RAVIPREET S., see Ramsey, R. P.
- SPRENG, RICHARD A., see Patterson, P. G.
- SUBRAMANIAM, VELAVAN, see Ganesh, J.
- URBANY, JOEL E., WILLIAM O. BEARDEN, AJIT KAICKER, and MELINDA SMITH-DE BORRERO, "Transaction Utility Effects When Quality Is Uncertain," 45.
- VITELL, SCOTT J., see Ho, F. N.
- WALKER, ORVILLE C., "The Adaptability of Network Organizations: Some Unexplored Questions" [Marketing in the 21st Century], 75.

- WILCOX, JAMES B., see Duhan, D. F.
- WOODRUFF, ROBERT B., "Customer Value: The Next Source for Competitive Advantage" [Marketing in the 21st Century], 139.

Articles:

- "An Exploratory Study of Exclusive Dealing in Channel Relationships," Li and Dant, 201.
- "A Framework for Market-Based Organizational Learning: Linking Values, Knowledge, and Behavior," Sinkula et al., 305.
- "The Influence of Ethical Climate and Ethical Conflict on Role Stress in the Sales Force," Schwepker et al., 99.
- "Influences on Consumer Use of Word-of-Mouth Recommendation Sources," Duhan et al., 283.
- "Learning Effect in Multinational Diffusion of Consumer Durables: An Exploratory Investigation," Ganesh et al., 214.
- "Looking Toward the Next 25 Years of JAMS," Cravens, 3.
- "Measuring Physical Distribution and Service Quality," Bienstock et al., 31.
- "Modeling the Determinants of Customer Satisfaction for Business-to-Business Professional Services," Patterson et al., 4.
- "Product Quality: Impact of Interdepartmental Interactions," Menon et al., 187.
- "The Role of Competitive Alternatives in the Postchoice Satisfaction Formation Process," Dröge et al., 18.
- "The Sales Manager as a Role Model: Effects on Trust, Job Satisfaction, and Performance of Salespeople," Rich, 319.
- "A Study of the Relationships Between Cognitive Appraisals and Consumption Emotions," Nyer, 296.
- "Transaction Utility Effects When Quality Is Uncertain," Urbany et al., 45.

Marketing in the 21st Century:

- "The Adaptability of Network Organizations: Some Unexplored Questions," Walker, 75.
- "Changes in the Theory of Interorganizational Relations in Marketing: Toward a Network Paradigm," Achrol, 56.
- "Commentary on 'Exploring the Implications of the Internet for Consumer Marketing,'" Deighton, 347.
- "Customer Value: The Next Source for Competitive Advantage," Woodruff, 129.
- "Developing a Customer Value-Based Theory of the Firm," Slater, 162.
- "Do You See What I See? The Future of Virtual Shopping," Burke, 352.
- "Exploring the Implications of the Internet for Consumer Marketing," Peterson et al., 329.
- "Reflections on Gaining Competitive Advantage Through Customer Value," Parasuraman, 154.
- "Twenty-First-Century Organizations: Implications for a New Marketing Paradigm," Snow, 72.

Research Notes:

- "Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence," Sirgy et al., 229.
 "Ethical Correlates of Role Conflict and Ambiguity in Marketing: The Mediating Role of Cognitive Moral Development," Ho et al., 117.

- "Listening to Your Customers: The Impact of Perceived Salesperson Listening Behavior on Relationship Outcomes," Ramsey and Sohi, 127.
 "Modeling Response to Repetitive Promotional Stimuli," Fox et al., 242.
 "The Price of Competitiveness in Competitive Pricing," Griffith and Rust, 109.